

(8) Please rewrite Claim 27 as follows:

C5 27. (Amended) A computer program product adaptable for storage on a computer readable medium, the computer program product operable for displaying information on an electronic display, comprising the program steps of:

receiving over a first network first information and a designation of a first target display; and  
sending the first information over a second network to the first designated target display, wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display.

(9) Please add new Claim 55.

C6 55. A method as recited in claim 17, wherein the map is displayed on the third information handling system.

#### REMARKS

The amendments to the claims are shown in a redlined format in the attached Appendix.

Claims 1-7 and 14-54 are pending in the Application.

Claims 1-7 and 14-54 stand rejected.

#### I. DRAWINGS

The drawings have been objected to under 37 C.F.R. § 1.83(a). More specifically, with respect to claims 27 and 37, Applicants traverse these objections and assert that the drawings do show every feature of the invention specified in these claims. Claims 27 and 37 recite a computer program product adaptable for storage on a computer readable medium, wherein the computer program product performs the steps recited. FIGURE 4 shows block diagrams of the network and associated computers and servers connected to that network, and FIGURE 3 describes the steps in the program, which is run on these various computers, such as server 402. As is well known to those

skilled in the art, when a computer runs a program, it performs a series of program steps, which is what is being recited within these claims. FIGURE 3 illustrates the steps recited within these claims, which are described on pages 7-9 of the Specification, using the computers and network(s) shown in FIGURE 4. For example, the step in claim 27 of receiving over a first network first information and a designation of a first target display is the receipt of the created ad from the client by the server 402 along with the designation of which billboard the ad is to be displayed. The step of sending this information to the display is then server 402 sending the ad to be displayed on billboard 401. Applicants have recited first and second networks to show that separate parts of the Internet, or even separate networks could be utilized for these two steps. Thus, it is server 402 that is performing the receiving and sending steps, and of course, is doing this through a series of program steps stored on a computer readable medium within server 402. It is well known in the art that a computer will store programs within a computer readable medium, such as a hard drive, CD ROM, etc.

The claims dependent upon claims 27 and claim 37 are also well supported by the Specification and the drawings for similar reasons. Should the Examiner still believe there is a valid objection to the drawings, Applicants respectfully request the Examiner to contact Applicants' attorney, since a discussion over the telephone will probably address any further concerns by the Examiner.

## II. REJECTIONS UNDER 35 U.S.C. § 112

Claims 27 and 37 are rejected under 35 U.S.C. § 112, first paragraph, as containing subject matter which was not described in the Specification in such a way as to reasonably convey to one skilled in the relevant art that the inventors at the time the application was filed had possession of the claimed invention. Applicants respectfully traverse these objections for the same reasons as given above in Section I.

### III. REJECTIONS UNDER 35 U.S.C. § 103

Claims 1-7 and 14-41 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over *Royal, Jr. et al.* (U.S. Patent No. 5,980,090). In response, Applicants have cancelled claims 1-7, 15 and 36 without prejudice, and traverse the rejections of claims 14, 16-35 and 37-41.

Claim 14 has been amended to incorporate the limitations of claim 15. Amended claim 14 recites that a time period is selected for displaying the information on the selected electronic billboard and then that information is displayed during that selected time period. *Royal* does not teach or suggest such claim limitations. In fact, the Examiner has not pointed to any language within *Royal* supporting the Examiner's assertion that these claim limitations are taught or suggested within *Royal*. Instead, all the Examiner has done is to make the unsupported assertion that "it would have been obvious to a person of ordinary skill in the art at the time of the invention to consider that the pricing of fuel and the advertising selecting a time period for displaying on the display 38." Displaying the pricing of fuel on gas station pumps in *Royal* does not in any way teach or suggest that a time period is selected for displaying the information on the selected electronic billboard. Nor does *Royal* teach or suggest that the third information handling system, which under the Examiner's assertions is a server remote to the gas station pump computers, performs such a step of selecting what time period to display the information at the selected time period.

As a result, one skilled in the art at the time the invention was made would not have been able to recreate the invention as recited in amended claim 14 in view of *Royal*. Furthermore, the Examiner's *prima facie* case of obviousness fails, since the Examiner has not supported the rejection with any objective evidence, which is required.

Claim 17 has been amended to be in independent form. Claim 17 specifically recites that the selecting of which of the first and second electronic billboards that will display the information is performed by selecting the sites from a list of available electronic billboards, wherein the list includes a map of the first and second locations. The Examiner has rejected this claim limitation by asserting that *Royal* teaches or suggests this claim limitation by the map of North America in Fig. 7a in *Royal*. Applicants respectfully traverse. Fig. 7 in *Royal* does not show a map that is displayed

so that sites to which information is to be uploaded to can be selected from. Fig. 7 merely shows an overview of a fueling site capable of being accessed by and communicating with a distributor, major oil companies, and a service provider, and that such are exemplary of the variety of functions capable of being provided by the asset management system of the *Royal* invention. Column 8, lines 32-45.

With respect to claim 18, claim 18 specifically recites the step of charging an amount of money for the display of the information on the selected electronic billboard. All the Examiner has done in rejecting this claim is to assert “*Royal* teaches a card reader 41 and cash acceptor 43.” This is an insufficient rejection, since the card reader 41 and cash acceptor 43 are associated with the gas pump at which the information is displayed, and the gas pump is charging a person money to dispense gasoline, which is not the same as charging an amount of money *for the display of the information on the selected electronic billboard*.

With respect to claim 19, it recites several “means for” limitations. Under MPEP § 2181, and the decision in *In re Donaldson Co.*, 16 F.3d 1189, 29 U.S.P.Q.2d 1485 (Fed. Cir. 1984), the “broadest reasonable interpretation” that an Examiner may give means-plus-function language is that statutorily mandated in paragraph six of 35 U.S.C. § 112. Accordingly, the Examiner may not disregard the structure disclosed in the Specification corresponding to such language when rendering a patentability determination since the structure disclosed in *Royal* is significantly different than the invention described in the Specification. As a result, Applicants respectfully assert that *Royal* is not relevant to the invention recited within claim 19 and its dependent claims.

Claim 20 is patentable for the same reasons as given above with respect to claim 15.

Claim 22 is patentable for the same reasons as given above with respect to claim 17.

Claim 23 is patentable for the same reasons as given above with respect to claim 18.

With respect to claim 24, Applicants respectfully assert that there are several limitations recited in claim 24 that are not in any way taught or suggested by *Royal*. More specifically, *Royal* does not in any way teach or suggest the step of uploading additional information concerning the advertiser via the remote computer by the advertiser at the advertiser’s option. Nor does the Examiner in any way specifically address this claim limitation. As a result, *Royal* does not teach or

suggest the step the step of transmitting this optional additional information concerning the advertiser from the ebillboard.net server to a web site dedicated to a selected billboard. Nowhere within *Royal* is such a web site dedicated to a selected billboard taught or suggested. In other words, nowhere within *Royal* is it taught or suggested to have a web site associated with each display at a gas pump. Additionally, the Examiner has not in any way specifically addressed this claim limitation.

The language in column 8, lines 50-59 does not disclose an Internet/web site/home page dedicated to a selected fuel dispenser 12. This language merely describes a price posting interface page for permitting one to change prices at a particular fuel dispenser. Furthermore, an uploading interface is provided to upgrade software at the computer associated with a particular fuel dispenser. This is not the same as having a web site dedicated to a selected billboard to which optional additional information concerning an advertiser is transmitted to such a web site after being uploaded by an advertiser. The language in *Royal* in fact teaches the opposite by disclosing a web page that can be utilized to send information from such a web page to the gas pump display.

With respect to claim 25, *Royal* does not in any way teach or suggest that a consumer viewing the selected billboard is informed of the availability of additional information concerning the advertiser at the web site dedicated to the selected billboard. *Royal* does not provide any possibility for a consumer at a gas pump to be informed of the availability of additional information at a web page where they can learn more about the advertiser. In view of the Examiner's interpretation of the language at column 8, lines 50-59, *Royal* would have to provide some type of information on the display at the fuel dispenser informing the consumer that they can go to the price posting interface web page to learn more about what is being advertised at the fuel dispenser display. Naturally, this is not what is being taught or suggested by *Royal*.

Naturally, claim 26 is not taught or suggested by *Royal* for the reasons given above with respect to claims 24 and 25.

Claim 27 is patentable for the same reasons as given above with respect to claim 15.

Claim 37 is patentable for the same reasons as given above with respect to claim 15.

With respect to claim 40, the Examiner has completely failed to specifically address these claim limitations. For this reason alone, Applicants respectfully assert that the Examiner has failed to prove a *prima facie* case of obviousness in rejecting claim 40. Furthermore, *Royal* does not in any way teach or suggest the steps of outputting information on whether the target display device is available to display the content, permitting a selection of the target display device if it is available to display the content, and preventing a selection of the target display device if it is not available to display the content. As a result, one skilled in the art at the time the invention was made would not have been able to recreate claim 40 in view of *Royal*.

Claim 41 is also patentable over *Royal*, since the Examiner has completely failed to specifically address these claim limitations, thus failing to prove a *prima facie* case of obviousness in rejecting claim 41. Furthermore, *Royal* does not teach any of the outputting, permitting, or preventing steps specifically recited within claim 41.

#### IV. REJECTIONS UNDER 35 U.S.C. § 102

Claims 1, 14 and 19 stand rejected under 35 U.S.C. § 102(e) as being anticipated by *Walker et al.* (U.S. Patent No. 6,186,893). Claim 1 has been cancelled. Since claim 14 has been amended to incorporate the limitations of claim 15, this rejection is moot with respect to claim 14. With respect to claim 19, *Walker* does not teach all of the claim limitations recited within claim 19. As noted above, claim 19 is to be interpreted under *In re Donaldson*. As a result, since *Walker* discloses a system different than that disclosed within the present application, the limitations of claim 19 are not taught or suggested within *Walker*.

Claims 24, 27 and 37 stand rejected under 35 U.S.C. § 102(e) as being anticipated by *Semple et al.* (U.S. Patent No. 6,085,177). Again, Applicants respectfully traverse this rejection. All that column 1, lines 22-30 in *Semple* describes is advertisers advertising on web pages. Nothing within *Semple* teaches or suggests uploading advertising data to an ebillboard.net server via a remote computer by an advertiser. An ebillboard.net server is a server that controls the display of information on a billboard, as is specifically described within the Specification. The Examiner may not ignore the description within the Specification supporting the term “ebillboard.net server,” since

this is a term completely made up by Applicants, and is not a term well known in the art. Furthermore, *Semple* does not in any way teach or suggest uploading additional information concerning the advertiser via the remote computer by the advertiser at the advertiser's option. Nor does *Semple* teach or suggest the step of transmitting the advertising data from the ebillboard.net server to a selected billboard. Nor does *Semple* teach or suggest transmitting the optional additional information concerning the advertiser from the ebillboard.net server to a web site dedicated to the selected billboard. As a result, *Semple* does not teach the displaying step in claim 24. In fact, the Examiner has not even specifically addressed any of these claim limitations. Therefore, for this reason alone, the Examiner has failed to prove a *prima facie* case of anticipation. As the Examiner is well aware, for a claim to be anticipated under § 102, each and every element of the claim must be found within the cited prior art reference.

Claim 27 has been cancelled.

With respect to claim 37, the Examiner has not even specifically addressed these claim limitations, and therefore has failed to prove a *prima facie* case of anticipation in rejecting the limitations of claim 37.

#### V. CONCLUSION

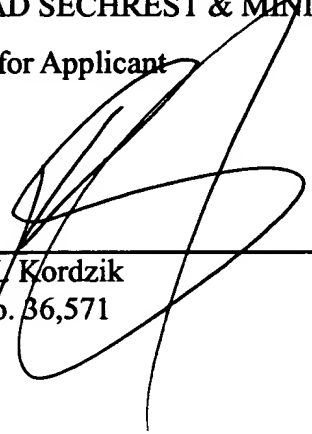
As a result of the foregoing, it is asserted by Applicants that the remaining Claims in the Application are in condition for allowance, and respectfully request an early allowance of such Claims.

Applicants respectfully request that the Examiner call Applicants' attorney at the below listed number if the Examiner believes that such a discussion would be helpful in resolving any remaining problems.

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PATENT

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**APPENDIX**  
**IN THE CLAIMS**

(1) Claim 14 has been rewritten as follows:

14. (Amended) A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;

coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

coupling the first and second information handling systems to a third information handling system over the Internet;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard[; and

displaying the information on the selected electronic billboard];

selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and

displaying the information on the selected electronic billboard during the selected time period.

(2) Claim 17 has been rewritten as follows:

17. (Amended) [The method as recited in claim 16] A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;

coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

coupling the first and second information handling systems to a third information handling system over the Internet;

selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard; and

displaying the information on the selected electronic billboard,

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards,

wherein the list includes a map of the first and second locations.

(3) Claim 18 has been rewritten as follows:

18. (Amended) [The method as recited in claim 16, further comprising the steps of:] A method for displaying information on an electronic billboard, comprising the steps of:

providing a first electronic billboard at a first location;

coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

providing a second electronic billboard at a second location;  
coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;  
coupling the first and second information handling systems to a third information handling system over the Internet;  
selecting, via the third information handling system, which of the first and second electronic billboards will display the information;  
uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;  
displaying the information on the selected electronic billboard; and  
charging an amount of money for the display of the information on the selected electronic billboard,  
wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards.

(4) Claim 20 has been rewritten as follows:

20. (Amended) [The system as recited in claim 19, further comprising:] A system for displaying information on an electronic billboard, comprising:

means for providing a first electronic billboard at a first location;  
means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;  
means for providing a second electronic billboard at a second location;  
means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over the Internet;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

means for uploading the information from the third information handling system over the Internet to the information handling system controlling the selected electronic billboard;

means for selecting, via the third information handling system, a time period for displaying the information on the selected electronic billboard; and

means for displaying the information on the selected electronic billboard during the selected time period.

(5) Claim 22 has been rewritten as follows:

22. (Amended) [The system as recited in claim 21 A system for displaying information on an electronic billboard, comprising:

means for providing a first electronic billboard at a first location;

means for coupling a first information handling system to the first electronic billboard so that the first information handling system can control information to be displayed on the first electronic billboard;

means for providing a second electronic billboard at a second location;

means for coupling a second information handling system to the second electronic billboard so that the second information handling system can control information to be displayed on the second electronic billboard;

means for coupling the first and second information handling systems to a third information handling system over the Internet;

means for selecting, via the third information handling system, which of the first and second electronic billboards will display the information;

wherein the selected electronic billboard is selected from a list of available electronic billboards which includes the first and second electronic billboards,  
wherein the list includes a map of the first and second locations.

(7) Claim 27 has been rewritten as follows:

27. (Amended) A computer program product adaptable for storage on a computer readable medium, the computer program product operable for displaying information on an electronic display, comprising the program steps of:

receiving over a first network first information and a designation of a first target display; and  
sending the first information over a second network to the first designated target display,  
wherein the first information is accompanied with a time when the first information is to be displayed on the first designated target display.